

University of Dayton eCommons

News Releases

Marketing and Communications

3-3-1982

UD Seniors Pledge Financial Support

Follow this and additional works at: https://ecommons.udayton.edu/news_rls

Recommended Citation

"UD Seniors Pledge Financial Support" (1982). *News Releases*. 6698.
https://ecommons.udayton.edu/news_rls/6698

This News Article is brought to you for free and open access by the Marketing and Communications at eCommons. It has been accepted for inclusion in News Releases by an authorized administrator of eCommons. For more information, please contact frice1@udayton.edu, mschlangen1@udayton.edu.



The University of Dayton

News Release

UD SENIORS PLEDGE FINANCIAL SUPPORT

DAYTON, Ohio, March 3, 1982 -- The Senior Challenge '82, a class gift project organized and implemented by members of the University of Dayton senior class, begins its campaign with a Dessert Kickoff. This "sweet beginning" will take place on Tuesday, March 9, 1982 at 6 p.m. in the Kennedy Union East Ballroom.

The two-week (March 9-23) campus project will involve over 300 students who have volunteered their time. They will solicit pledges ranging from \$75.00 to be paid in 3 years, to \$100.00 to be paid in a 5 year period of time. Students may direct their pledges toward the University or to a particular department.

The major goal of the Senior Challenge program is to increase overall alumni giving and for the students to develop a pattern of sending an annual gift. "During these times when the cost of education is increasing, and less money is available from federal sources, a program of this nature is very beneficial to the University and to the students," said Molly Campbell of the University Development Office. Campbell feels that an early commitment from alumni to a giving plan will assist the overall fund raising efforts of the future.

UD students Mary Treder, Rob Toomb, Tom MacGillivray and Tim Conway have been working on the project since January. They feel that alumni giving is necessary and that it will benefit future UD students. "They will be helped by us as we have been helped from UD alumni."

The Senior Challenge program was implemented at UD in 1979. To date graduates have pledged \$98,775 to the University. This years goal from the total graduation class of 1982 (April, July and December graduates) is over \$75,000.

-30-